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The Cohen Store

The Cohen & Inc

Ladies' Home Journal Pattern styles, are now being shown in the Pattern Counter

There Is a Bright Path to Economy, and It Leads to This Store on Monday

Some wonderful purchases, at most wonderful prices, proves that the Cohen Store is at all times looking after the interest of Richmond people. Such buying and selling is not only a kindly sentiment, but stands for a service of true economy in every detail of honest merchandising. Of the many, the page full of goods here is one for profitable reading.



Do Pay This Garment Store a Visit!

For your own good as well as ours, this personal invitation marks a pledge on our part that you will see garments of every new sort that are out of the ordinary.

Whether you are interested in an Evening Costume, a Dinner or Street Dress, a Coat or Suit, the makers that are represented know the latest Paris styles, and we figure with them on a price that is out of the ordinary. And this is a store full of freedom to look or to buy—compare with other showings anywhere. We believe there is no other exhibit anywhere that equals this one.

Copies of Paris Models

DELIGHTFUL SUITS of lustrous broadcloths, duvetynes, serges, wool poplins and gabardines, trimmed with real skunk, ermine and fitch, in browns, navy, green and black; exceptional values on

Monday, \$47.50 to \$65

\$14.50 Suits for \$9.95

150 New Suits, that have just reached us, bought last week from a maker in New York who desired to close out these lines; fancy cutaway models, in broadcloth and serges; navy, brown, green or black; while they last on Monday..... \$9.95

Magnificent Coats, \$25.00

CUT VELOUR COATS, luxuriously tailored, models with ripple flares, smart wide belted novelties, with the new style touches that are a delight, in either navy, brown or green; they are simply wonderful Coats to be priced for..... \$25.00

New Models from One of New York's Famous Makers

A number of styles to choose from; all are distinctive superior garments; usually priced much higher; handsome broadcloths, velvets, serges, gabardines; beautiful shades and colors; priced for Monday \$30.00 at only..... \$22.50 Suits for \$18.50

Made from best quality of chiffon broadcloth, lined with Skinner's satin, new cutaway models, skirts have inverted plaits on sides; handsome, serviceable, stylish Suits for only..... \$18.50

Pretty Dancing Frocks, \$25.00

In velvet and lace combinations, velvets, taffetas, nets and satins; there are at least 15 charming models to select from, each a beauty in itself; the graceful lines and novel style touches will fascinate you, especially at the low price of... \$25.00

Afternoon, Street and Evening Gowns

REGAL AND BEAUTIFUL in fashion's latest conceptions, each Gown bearing a distinctive individuality and only one of a kind, with some effective trimming touch that appeals to discriminating women, developed in chiffon, velvets, lace and satin combinations, meteors and many other new materials; priced from

\$39.50 to \$50.00

Redingote Coats

\$6.75

These models are very popular, because they are fine, roomy, comfortable Coats that a woman likes to slip into; made of fancy all-wool mixtures, in color combinations that make them very attractive. Sizes 16 to 46; so every woman may get one at only..... \$6.75

First, to Know What Silk You Want Come Monday---to Know

What price can be placed on these highest grades of all kinds of satin, crepe and many new effects.

It would be an injustice to yourself not to see what The Cohen Store is doing with Silks!

We bought heavily because price and qualities were too tempting an influence to resist our buyer.

This is a good time for chance pick-ups, with the manufacturers that never before felt a financial strain. This pertains to many sorts—black, white and colors.

The Best 10-Inch Silks, including Crepe Poplin, Crepe Faconne, Crepe Meteors; all of them in the soft superior quality, with a guarantee to wear; all of these in blacks; they were made to sell for \$3.00, Monday's price will be, yard..... \$2.00

Dress Satins at \$2.25—We have bought some 27 different shades and colors, including white, cream and black; every tint for evening wear; also street shades. They are the best maker's goods we know of; full yard wide; Monday's price will be, yard..... \$1.73

Crepe Georgette gives the finishing touches to every handsome dress, sleeves, vestee, collar, etc., in accordance with your dressmaker's taste; the price heretofore for this highest grade has been \$1.98; 40 inches wide, and in all the various novelty colorings, including white and black; the price will be..... \$1.50

Black Peau de Soie for coats; most reliable quality; we have sold this maker's goods for years, Monday the price will be, yard..... 88c

Some 600 yards of Black All-Silk Satin, 35 inches wide, the boast of the season at 69c; this lot will be sold while they last for, yard..... 50c

Those Handsome Printed Chiffon-Cloths are 40 inches wide, they are the new French printing, and were made to sell for \$1.50; we know of nowhere that they are sold for less; our price Monday will be, yard..... 75c

1 1/4-yard wide new Satins, made by the best maker; soft and clingy; elegant quality; they come in black and navy only, and were made to sell for \$2.00, the price will be Monday, yard..... \$1.44

Crinkly Crepe de Chines, all pure silk, in light and dark colors; also white and black; the kind that you pay \$2.00 for at all times; they will be, yard..... \$1.46

Bridal Charmeuse, Satins, Crepe Meteors, Crepe de Chines; handsome Brocade and lots of other beautiful fabrics; priced from \$5.75 down to..... \$1.00

Such prices have never been known in recent years.

11 Pieces of Black Satin Duchess; they are full yard wide; most brilliant fabric of the season; marked, yard..... 81c

Black Taffetas, at a special price, goods that wear well with our recommendation, and have been 85c yard, the price will be Monday..... 55c

Great Monday Dress Goods Bargains

Our buyer last week, while in New York, secured some of the most wonderful bargains in Dress Goods, Wash Goods and Linens direct from the mills. The few items mentioned here will serve as a guide to the buying chances in this department on Monday.

Wool Dress Goods

"Middy Blouse" Serge, 89c, 50-inch, all wool, navy or black..... 58c

Imported Broadcloths, 52-inch, sponged and spotproof; a real \$2.25 value, for..... \$1.50

White and Colored Cotton Fabrics

English Longcloth, 12-yard bolt, soft doeskin finish; our usual \$1.19 value, for..... 79c

Silk and Linen Dress Goods, 36-inch, full range of coloring; we have sold these at \$1.00; to celan up, only..... 25c

The New Publication of Holiday Books

Will be found quite interesting, more especially to those who are fond of looking ahead to avoid trouble and inconvenience in the later shopping crowds.

Children's Books for all ages. The Grown-ups' Interesting Books of every sort.

All will be found arranged for easy selection.

Cohen's Third Floor.

Extra Linen Department Values

Sanitary Birdseye Diaper, 27 inches wide, 10 yards to the piece; perfectly good; \$1.05 value for..... 78c

Mercerized Table Damask, 50c value, 64 inches wide; large range of patterns..... 37c

Japanese Battenberg Linen, Scarfs, Shams and Centres; values up to \$1.50; for each..... 85c

Blankets, Comfortables, Sheets, etc.

Warm bed coverings are in order for these nippy nights, and the story of economy prices told in these few of the many buying opportunities here Monday should attract every woman who contemplates a purchase.

THE LOW PRICES ARE SELF-EVIDENT.

\$5 Blankets, \$3.75

White Wool, handsomely finished; 11-4 size; warm and comfortable, pair..... \$3.75

\$6.50 Blankets, \$5

Beautiful White Wool Blankets, weighing 5 pounds; 4-inch taffeta silk binding; each pair in a box..... \$5

\$10 Blankets, \$7.75

California Wool of finest quality; full sizes; a choice selection at a remarkably low price.

\$1 Comfortables, 85c

Double Bed Size; nicely made and finished; a bargain for Monday.

Comfortables, \$1

Double Bed Size, filled with corded cotton; pretty coverings and a wonder value for, each..... \$1.00

\$2 Comfortables, \$1.50

Large Size, silkoline coverings, with lofty filling of pure white cotton.

\$5 Comfortables, \$3.75

Beautiful Coverings, filled with warm wool; an excellent comfort, good value at \$5; Monday only..... \$3.75

\$20 Comfortables, \$12.50

Lamb's Wool Filling, covered with silk messaline; with attractive border effects; Monday's price..... \$12.50

Cot Blankets, 48c

Soft quality, well finished; in either gray or white, pair..... 48c

Fleeced Blankets, 89c

11-4 Size; a good wearing Cotton Blanket; priced very low for Monday, pair..... 89c

Plaid Blankets, \$1.75

Wool Napped; a heavy grade Blanket; looks exactly like wool, pair..... \$1.75

\$3.00 Blankets, \$2.39

Wool Napped, soft and fleecy; well finished Blankets; 11-4 size; pair only..... \$2.39

75c Sheets, only 59c

Bleached, full bed size, 81x90 splendid quality sheetings.

50c Sheets, only 35c

Full Bed Size, 72x90; one of the best 50c Sheets we know of.

Full assortments of Sheets, Spreads, Pillows, Pillow Cases to fill the wants of every household at especially low prices for Monday selling.

Store News

Marabous and Muffs match, quite a number of them; nothing more comfortable for early fall price, each, \$2.00 to..... \$6.50

French Mocha Gloves black, tan and brown, also lighter cloth shades, the silk stitched back, best quality \$1.50 Gloves in the city, pair..... \$1.00

A new lot of Axminster Rugs, 9x12; some of the prettiest styles of the season; have been sold to \$23.50, for, each..... \$18.50

The Finest Initial Handkerchiefs, usually sell for 12 1/2c; the manufacturers' "seconds," but there are very few that show that there is anything wrong with them sold in the basement; a half dozen..... 30c

Not less than one dozen sold to any customer.

Bedford Cord Infants' Short Coats, with cape collar, silk scallop embroidery edge, also with tiny floral embroidery; the price is only..... \$2.50

Balmacaan Infants' White Cashmere Coats, very high grade, neatly stitched, hand finished; the price is only..... \$3.98

All-Silk Crepe de Chine Waists, in white and colored, hemstitched, crepe de chine buttons, the newest styles, splendidly tailored, for..... \$1.88

Pin Leather Vanity Bags, well fitted and leather lined, nickel frames; on sale Monday for..... \$1.00

Hundreds and hundreds of Rings, clusters and oblong rhinestones, styles that imitate the finest diamonds; there is a variety of all sorts of stones; Plain Rings, neat and tiny ones, even for children; a great sale from one of the best makers in this country; many of them have a long guarantee to them; priced down from..... \$1.00

The Same Charmeuse, the same quality with every variety of beautiful shades that you paid \$1.50 for last season; a full yard wide; some 35 different shades, including black and white, for, yard..... \$1.09

On sale at the Silk Counter.

Seco Silk Quilts, warm and thickly padded, with solid colored borders; they are priced only..... \$3.98

It is really a wonder price.

Some 500 Sets of the New Laundered Collars and Cuffs, the latest styles, were 50c only a couple of weeks ago, recently 25c; Monday, set..... 15c

Beautiful Laces for Waists or Trimmings for dresses, some allover, tinsel, silver and gold embroidered, sheet and filmy; they are new arrivals from France; not high Edgings, 35c to \$2.25.

Allovers, \$2.25 to \$3.50.

Holiday Handkerchiefs are arriving by the cases; those who wish to have first choice can be accommodated. The prices are lower than we have ever known them, and the Handkerchiefs are better.

NOTIONS

Basque Girdle Foundations; 13 inches wide; white or black; all sizes..... 25c

Cheese Cloth, 3 yards; in a sanitary package, for..... 10c

Skirt Brads, black mohair; 6 yards to a piece; regularly 10c, Monday only..... 6c

Auto Hair Nets, elastic bound; black and colors; 4 nets in a package, for..... 10c

Tailors' Tape Measures; 60 inches long, for..... 1c

Embroidery Scissors; good steel; 2 1/2, 3, 3 1/2 inches long, pair..... 15c

Fine Steel Scissors, nickel or gilt trimmed; 3, 3 1/2, 4, 4 1/2, 5 and 6 inches long; choice of either on Monday only..... 25c



Many tables are laden with the season's newest goods, brought here direct from America's best mills at great price concessions. Cohen's holds out true economies to Monday shoppers.

12 1/2c Light Ground Percales, yard wide, yard..... 6 3/4c
12 1/2c Bed Tickling assorted stripes, yard..... 7 1/2c
10c Bleached Domestic Flannel, yard..... 7 3/4c
25c Mercerized Poplins and Crepe Cloth, in Roman stripes and figures, yd..... 12 1/2c
8 1/2c Apron Gingham; fast color, yard..... 5 3/4c
25c Silk Finish Madras; finest imported grade, at, 11 1/2c
10c Bleached Domestic, at, 5c

White Goods

15c Indian Head Sulting, for embroidery work, 10 1/2c
10c English Long Cloth, yard wide, yard..... 5 3/4c
12 1/2c White Madras; assorted patterns, yard..... 7 1/2c
\$1.50 English Long Cloth; piece of 10 yards..... \$1.00

Boys' Clothing

\$1.00 Boys' Outing pajamas, well made, suit..... 69c
\$1.50 Boys' Bath Robes, well made, only..... \$1.19

\$5.00 and \$6.00 Juvenile Suits, in Easter Brown and Balkan style; to close out, at, suit..... \$2.00

Boys' \$4.50 Suit, only two or three Suits of a kind; sizes up to 17, suit..... \$1.90

Miscellaneous

Raincoats for Misses and Children; fine serviceable garments for school wear; rubber lined serge; all are regular \$2.25 garments, Monday's price only..... \$1.25

Knit Underwear, Women's Vests and Pants, full bleached and fleece lined; the best values of the season, each..... 19c

A Sale of Lace Curtains A Sale of Heavy Curtains and Draperies



Owing to the lateness of the season and a slump in many parts of the country, we have been enabled to buy quite a stock of various things that will be on sale Monday on the Fourth Floor. We mention only a few of the many. There is enough to fill a page advertisement and enough for that much interest to the public.

Colored Drapery and White Curtains is one—

One of the new beautiful effects in green, rose, blue or brown, either with white lace curtains. It is only necessary to hang them as the ordinary simple curtains, and the effects are charming; the prices are \$5.50, \$5.00 and \$4.75.

IRISH POINT CURTAINS AT SPECIAL PRICES—

Quite a large lot bought. You can get Irish Point Curtains now for, pair, \$1.30 up to \$12.50.

\$4.50 and \$5.00 buys beautiful Curtains.

About 300 pairs of Lace Cur-

tains that have been \$1.50; the best we have known at that price; the price Monday will be, pair \$1.00.

Also two-toned Curtains, green on one side and rose on the other; various color combinations; 3 yards long; handsome velour embossed; pair \$12.50.

Two-toned Mercerized Curtains, 3 yards long, for, pair \$9.50.

Plain Repp Curtains, with corded edge, 3 yards long, for, pair \$4.50.

Other Portieres in a quality that usually sells for \$2.50, pair \$1.50. Not many in any one color.

Fourth Floor.

The COHEN CO. INC. THE DAYLIGHT STORE 97 RICHMOND